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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants

HIRSCH, Alan R.

Serial No.

10/690,791

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Examiner

FLOOD, Michele C.

Group Art Unit:

1655

For

Method of Altering Weight Perception

Confirmation No.:

5622

CERTIFICATION OF SUBMISSION

I hereby certify that, on the date shown below, this correspondence is being transmitted via the Patent Electronic Filing System (EFS) addressed to Examiner FLOOD at the U.S. Patent and Trademark Office.

Date: October 4, 2010 Rose Stong

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE

Sir:

Applicant requests consideration of the pending claims in the above-identified patent application based on the remarks herein.

Amendments to the Claims are reflected in the listing of the claims, which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.